



## **Residential Energy Performance Roundtable**

### **Educating Consumers on Value of Home Performance**

Wednesday, March 12, 2014, 8:00 –10:00 AM

Department of Energy and Environmental Protection

Hearing Room 2

10 Franklin Square, New Britain, CT

Call-in number: 877-428-5336 | Participant code: 6412340

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| <b>I. Introduction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>8:00 - 8:15</b> |
| <ul style="list-style-type: none"><li>a. Welcome &amp; Updates</li><li>b. Roundtable Overview and Schedule [webpage]</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                    |
| <b>II. Marketing Home Performance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>8:15 – 8:45</b> |
| <ul style="list-style-type: none"><li>a. <b>Sharing ideas for increasing awareness</b><ul style="list-style-type: none"><li>i. Engage vendors in process</li><li>ii. Vendor initiatives and coordination</li><li>iii. Topical videos</li><li>iv. Link to BPI from Home Page EnergizeCT</li><li>v. Other ideas</li></ul></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                    |
| <b>III. Marketing Guidelines Discussion</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>8:45 - 9:05</b> |
| <ul style="list-style-type: none"><li>a. Discussion: Concerns, suggestions, questions</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                    |
| <b>IV. Valuing Home Performance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>9:05 - 9:40</b> |
| <ul style="list-style-type: none"><li>a. <b>Disclose cost/vendor reimbursement of HES Core Services</b><ul style="list-style-type: none"><li>i. Discussion - Pros/Cons</li><li>ii. How to estimate costs</li><li>iii. How to display costs</li><li>iv. Effective date</li></ul></li><li>b. <b>Co-Payment</b><ul style="list-style-type: none"><li>i. Discussion – Pros/Cons</li><li>ii. Amount of the co-payment</li><li>iii. Effective date of first increase</li><li>iv. Schedule to phase in additional increases</li><li>v. Cutoff for appointments @ then-current co-payment</li><li>vi. Marketing the co-payment</li></ul></li><li>c. <b>Reducing Core Services - Convince Consumers to Invest</b><ul style="list-style-type: none"><li>i. Direct installation of CFLs</li><li>ii. Duct Sealing</li><li>iii. Air Sealing</li><li>iv. Other</li></ul></li></ul> |                    |

**V. Conclusion and Networking**

**9:40 - 10:00**